



MEDIA RELEASE
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New research highlights Australians' desire for more Aussie content

Australian Made and Screen Producers Australia (SPA) today released data taken from a Roy Morgan report that identifies Australians' desire for more Australian content on screens, and a need for easier discoverability of Australian shows.

SPA is a proud Campaign Associate of the Australian Made Campaign and Founding Partner of the Make It Australian Campaign. For over 60 years they have supported the interests of large and small enterprises from across the nation with a diverse production slate of feature film, television, and immersive content.

SPA CEO Matthew Deaner explained the findings support SPA's advocacy for more investment in Australian programs and for easier access so that Australian stories can be available and easily found on screens, regardless of platform.

"This data reinforces the government's National Cultural Policy - Australian audiences want to see and find more Australian stories on their screens," said Mr Deaner.

Objectives set by the Australian Government in the National Cultural Policy Revive, include regulation of streaming services to contribute to the ongoing production of Australian screen content, protection of Australian intellectual property, and facilitating the sharing of Australian culture with audiences domestically and across the world.

"Government investment requirements on streaming platforms is a win-win-win proposition. It is a win for audiences, a win for cultural impact and a win for the screen industry," said Mr Deaner.

"That's why SPA and the production industry strongly supports government policy for a requirement on streaming platforms to reinvest at least 20 per cent of revenues earned in Australia into new Australian content."

Australian Made chief Executive Ben Lazzaro said, "We have seen an overwhelming demand for locally produced products in recent years, with many Aussies becoming more discerning with the products they consume. This research shows us that more Australians want to see more Australian Made screen content. More Aussie content means more Aussie jobs and more Aussie success stories.

"The famous green and gold kangaroo is the most effective way for viewers to identify locally produced content and the provides a proven solution for makers wanting to highlight the 'Australianness' of their locally produced films and tv shows."

Key findings regarding Australian content on screens include:

- 89% of Australians want to see more Australian Made media content.
- 81% of Australians want to see more Australian Made films.
- 81% of Australians want to see more Australian Made tv shows/series.
- 59% of Australians want to see more Australian Made games.

Key findings regarding the discoverability of Australian content on screens include:

- 81% of Australians would like an easier way to identify Australian Made media content.
- 77% of Australians would like an easier way to identify Australian Made films.
- 76% of Australians would like an easier way to identify Made tv shows/series.
- 64% of Australians would like an easier way to identify Australian Made games.

It is an exciting time for the Australian screen industry. Discoverability of Australian content is key to unlocking the cultural impact of Australian screen stories by ensuring Australians continue to have clear opportunities to access locally made content on the platforms they are using.

For more information on Screen Producers Australia and Australia's production industry, visit www.screenproducers.org.au.

To support local makers, visit Australia's largest online directory of authentic Aussie products, www.australianmade.com.au.

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ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce. It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years.

The AMAG logo can only be used on products registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo, goods must meet the criteria set out in Australian Consumer Law as well as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4500 businesses are registered to use the AMAG logo, which can be found on thousands of products sold worldwide.

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